

Indian Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

INDIAN TRAVELERS TO CALIFORNIA

Total Market. Of 345,000 Indian visitors to the U.S., 28.4%, or 98,000 visited California in 2005. This represented an 8% decrease from 2004, and a drop of 18% from the peak year of 2001. Indian arrival volumes at California ports-of-entry were showing an increase in 2006 after an increase from 2004 to 2005.

	Visitors to CA from India (est.)	India to CA as % of total US
1994	41,000	39.1%
1995	48,000	38.5%
1996	66,000	45.8%
1997	62,000	35.7%
1998	89,000	42.2%
1999	87,000	38.1%
2000	110,000	40.2%
2001	119,000	44.0%
2002	87,000	34.0%
2003	109,000	40.0%
2004	107,000	34.7%
2005	98,000	28.4%

Main Destination. Almost three-fifths of all Indian visitors to California (79%) reported California was the main destination of their U.S. trip. Leisure visitors from India reported a similar percentage (75%).

Purpose of Trip. Among all Indian visitors to California in 2005, 62% reported business was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (44%), vacation/holiday (26%), and attending a convention (17%).

Visitors often report multiple purposes of trip. Most leisure visitors from South Korea (93%) reported visiting California in 2005 to visit friends and relatives. The proportion of leisure visitors who were on vacation/holiday was 61%.

Port of Entry. A combined total of 74% of Indian visitors to California entered the U.S. through west coast ports. More than a third (39%) entered through San Francisco, followed by Los Angeles (36%).

Top Metropolitan Areas Visited in California. Indian visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (40.0%), San Francisco (35.9%) and San Jose (24.4%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from India, whether traveling for business or leisure, were shopping and dining. Indian travelers are less likely to visit small towns or attend concerts, plays or musicals than other overseas visitor groups.

Advance Trip Decision. In total, Indian travelers to California reported making their trip decision 38 days in advance of their trip. This is a shorter average trip planning time than the 90 days reported by all overseas visitors to California. Indian leisure travelers made their trip decision 57 days in advance of their trip.

Means of Booking Air Trip. More than two-thirds of Indian travelers to California (69%) booked their air trip via a travel agent, down from 73% in 2004. This result was higher than the average for overseas markets to California (57%).

Means of Booking Lodging. About 15% of all Indian visitors and 17% of Indian leisure travelers pre-booked their lodging via a travel agent. In 2005 31% of Indian travelers reported booking lodging through a corporate travel department, compared to 20% in 2004. Only 56% of Indian travelers to California pre-booked lodging in 2005, less than all other major overseas markets (68%).

Trip Information Sources. Among Indian visitors to California, the most frequently mentioned sources of information included a travel agency (56%), followed by corporate travel departments (34%), personal computer (16%), and friends/relatives (14%).

Length of Stay. Indian visitors stayed an average of 53.2 nights in the U.S. and 36.0 nights in California. Length of stay in California was up from 22.8 nights in 2004. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 91% of Indian travelers to California with a median age of 35 years. This is lower than median age reported by all overseas visitors to California (42 years). It is also the highest proportion of males amongst all groups surveyed. Women represented just 9% of all Indian travelers to California in 2005, with a median age of 33 years compared to 40 years reported by all overseas female visitors. Looking at leisure travel only, the proportions are a little less uneven. About 83% of Indian leisure travelers to California are men and 17% are women.

Travel Party Size. Nearly all (97%) of Indian travel groups consist of adults only. Only 3% of Indian travel groups to California include children. The mean travel party size for all Indian visitors to the state was 1.3 people and the party size for leisure visitors was 1.6 people.

Annual Household Income. Visitors from India reported lower median household incomes (\$46,600) relative to all overseas visitors to California (\$78,800). The median household income of Indian leisure visitors to California was (\$48,400).

Accommodations. A little more than half of Indian visitors (53%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is lower than the 79% reported by all overseas visitors to California and the lowest of any major overseas market. Indian leisure visitors reported an even lower propensity to stay in a hotel/motel (23%). The highest proportions of the overseas markets, 51% of all Indian visitors and 84% of Indian leisure visitors stayed in a private home in 2005.

Use of Prepaid Package. In 2005, only 4% of Indian visitors and 4% of Indian leisure visitors used prepaid packages. This was the lowest percentage of the major overseas markets.

Expenditures. Visitors to California from India spent an estimated 201 million dollars in California in 2005. Indian visitors were spending an average of \$57 per day during their visit, less than any other major overseas visitor group. Leisure visitors from India spent an average of just \$16 per day. Each visitor to California from India spent an average of \$2,052 in the state, and each leisure visitor spent an average of \$829 in California.

Average International Airfare. Average international airfare to the U.S. was \$1,776 for Indian visitors and \$1,583 for Indian leisure visitors.